

Remarks

The applicants have carefully considered the Office action dated July 2, 2008. By way of the forgoing amendments, duplicate claim 26 has been removed, claims 21-24 and 27-29 have been cancelled, claims 1-20, 26, and 30-31 have been amended. In view of the forgoing amendments and the following remarks, it is respectfully submitted that all pending claims are in condition for allowance and favorable reconsideration is respectfully requested.

The independent claims recite, *inter alia*, receiving an identification of a program, accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program, selecting a subset of a first set of trivia questions associated with the program, selecting a subset of a second set of trivia questions associated with the advertisement, and transmitting the first subset of trivia questions and the second subset of trivia questions to a member and receiving the member's responses thereto via a communication medium. The independent claims were rejected as anticipated by Von Kohorn (US 5,759,101). However, Von Kohorn does not describe or suggest the above-mentioned elements. Rather, because Von Kohorn describes that a host asks questions in conjunction with a broadcast of advertisements (Col. 44, lines 55-62), there would be no reason for Von Kohorn to access a data store to identify advertisements that were broadcast during a broadcast of a program. Therefore, for at least this reason, claims 1-20, 26, and 30-31 are in conjunction for allowance.

In view of the foregoing, the applicants respectfully request reconsideration of this application. If there are any remaining matters that the Examiner would like to discuss, the Examiner is invited to contact the undersigned representative at the telephone number set forth below. The Commissioner is authorized to charge any necessary fees or credit any overpayment to Deposit Account No. 50-2455.

Response to the Office action dated July 2, 2008
U.S. Serial No. 09/917,792

Respectfully submitted,
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